



## BART VAN DEN BRINK

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Strategic Planning & Execution • Proficient Negotiator • Revenue Driver

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Dynamic, decisive leadership and effective management leveraging a cross-cultural background driving transformation and growth of properties across Europe, Africa, Asia and the Middle East. Breadth and depth of experience in all areas of operations includes managing profit & loss, spearheading pre-opening efforts, enhancing guest experiences. Inspirational, motivational firm but fair leader building exceptional teams recognized for award-winning service levels.

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- Project Management • Pre/Post-Opening • Business Planning and Budgeting • F&B Conceptualization
  - Refurbishment / Renovations • Team Building & Leadership
- Effective Owner Relations • Customer Value-Focused • Revenue Goal Attainment

### PROFESSIONAL EXPERIENCE

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#### RIYADH AIRPORT MARRIOTT, RIYADH, SAUDI ARABIA

*Resident Manager (General Manager), June 2020 – May 2021*

Directs all aspects of a 339-room hotel operation, including 14,585 sq ft event and meeting space.

Reopened hotel (after Covid lockdown), implemented all new Covid-19 standards to ensure guest and associate safety.

## INTERCONTINENTAL RIYADH, RIYADH, SAUDI ARABIA

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*Resident Manager, March 2016 – December 2019*

Reinvigorated entire hotel operations, including upgrading of F&B, property maintenance and guest services. Developed the next-generation of hospitality leaders, initiated new internal brand audit program, preventative maintenance initiative.

- Directing all operational hotel activities achieving hotel goals – Gross Operating Profit, Guest Satisfaction, Brand Consistency and Employee Engagement
- Reduced labour cost by USD\$ 2 million through efficient manning and other best practices
- Generated additional revenues through personal networking with Mexican ambassador and other embassies
- Headed kitchen renovation, redesigned and modernized all the main kitchens brought them up to current standards
- Launched internal brand audit program to ensure brand standards are met
- In-charge and managed an 80-room luxury hotel at Al Soudah, during Al Soudah Season 2019, a project of the Crown Prince

### **Selected Awards:**

Business Travelers Awards—**Best Business Hotel in Riyadh**, 2019  
World Travel Awards—**Leading Conference and Wedding Hotel**, 2019  
World Luxury Hotels—**Luxury Wedding Destination**, 2018 & 2017

## SHERATON SHENZHEN FUTIAN HOTEL, SHENZHEN, GUANGDONG, CHINA

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*Hotel Manager, Aug 2013 – Dec 2015*

Strengthened collaboration among departments thereby significantly improving guest satisfaction. Directed venue and room remodeling. Steered concept design and execution for new bar and restaurant venues. Launched new Guest Relations Officer team.

- Directed overall hotel operation, ensuring optimum performance and continual improvement in guest service, property appearance and financial performance
- Increased weekend occupancy by 11%; annual increase of 2.8 million RMB through implementation of weekend packages
- Facilitated an increase of 3.7% club room ADR via Club Lounge benefit upgrades
- Developed and implemented new wedding packages in collaboration with key members of the Catering Sales team which resulted in 4.5% increase of wedding revenues
- Boosted entire guest satisfaction from 7.26 to 8.58 through initiating guest service team and motivating, coaching FO team
- Enhanced scores of housekeeping associate satisfaction from 3.6 to 4.3 in 2014
- Achieved 9.8% increase in restaurant revenue with new menus and enhanced marketing
- Reduced energy costs 4.8% through energy saving measures and increased awareness

## SHERATON FUZHOU HOTEL, FUZHOU, FUJIAN, CHINA

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*Pre-Opening EAM F&B, Feb 2012 – Aug 2013*

Successfully opened hotel within target date and directed all pre and post opening operations and activities

- Managed recruitment, training, brand alignments, safety, revenue generating strategies
- Implemented up-selling program that led to an average ADR increase of 4.5%
- Captured guaranteed room and F&B business with AUDI within 3 months of opening
- Coached and developed cadre of emerging leaders, 3 of whom earned managerial promotions

## SHERATON XIAN NORTH CITY HOTEL, XIAN, SHANXI, CHINA

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*Pre-Opening Director of Food & Beverage Nov 2010 – Feb 2012*

Successfully established F&B and F&B operations under challenging circumstances

- Led pre-opening Food and Beverage activities covering recruitment, training F&B brand positioning, pre-opening promotion and marketing planning
- Launched the first Steakhouse concept for Sheraton Hotels
- Exceeded revenue goals by 4.8% in the first 3 months of opening the Steakhouse
- Organized special dinner events/promotions to create market awareness which yielded 5.3% additional F&B revenue
- Inspired and coached future F&B talents

## LE MERIDIEN QINGDAO, QINGDAO, SHANGDONG, CHINA

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*Pre-Opening Director of Food & Beverage May 2009 – Nov 2010*

Directed all pre-opening Food and Beverage efforts for a high-stakes project. Instituted department-wide standards, marketing planning, training plans, F&B brand position, pre-opening promotions

- Acquired all of Porsche functions during Le Meridien pre-opening stages which earned a name for the new Le Meridien in the Qingdao banquet market
- Rapidly achieved F&B financial objectives in first year during an economic downturn
- Responsible for creating budget and forecasting
- Developed talents in the F&B department

## SHERATON SHENZHEN FUTIAN HOTEL, SHENZHEN, GUANGDONG, CHINA

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*Pre-Opening Executive Chef/F&B Dec 2006 – May 2009*

Established new F&B team, earning a reputation for exceptional food and service quality as the destination of choice for large banquet functions and high-end weddings.

- Formulated and implemented all F&B kitchen standards and procedures
- Surpassed all F&B financial objectives during the first year of opening
- Generated a 3.5% growth in restaurant revenues by attracting and organizing small chamber of commerce business events
- Planning and executing innovative monthly promotions that captured 38% of the local market share

SHERATON WUXI HOTEL AND TOWERS, WUXI, JIANGSU, CHINA

*Executive Chef Oct 2000 – Dec 2006*

WESTIN RESORT, TUMON, GUAM

*Executive Chef May 1998 – Sep 2000*

WESTIN CHOSUN BEACH HOTEL, PUSAN, SOUTH KOREA

*Executive Sous Chef May 1996 – May 1998*

NICON NOGA HILTON, ABUJA, NIGERIA

*Sous Chef May 1995 – May 1996*

HILTON SCHIPHOL, AMSTERDAM, NOORD HOLLAND, THE NETHERLANDS

*Sous Chef Dec 1992 – May 1995*

HILTON CAIRNS, CAIRNS, QUEENSLAND, AUSTRALIA

*Dec 1990 – Oct 1992*

RADISSON SAS ROYAL HOTEL, BERGEN, HORDALAND, NORWAY

*Jul 1988 – Nov 1990*

VICTORIA HOTEL, HAMAR, HEDMARK, NORWAY

*Jul 1987 – Jul 1988*